



We don't like being preached to.

We tend to be positive and hopeful.

Peer acceptance is very important to us.

We do not

We believe alcohol is easily accessible.

We think in the present.

We consume approximately 7 hours of media a day.

We understand symbols and metaphors.

We value being unique.

We consider ourselves to be independent thinkers.

We value teamwork.

We are loyal to brands.

use alcohol

Our parents influence us to not drink alcohol.

We don't think about long-term consequences.

We are friendly, happy, smart, well-behaved, funny, creative, responsible, and athletic.

We do not like commercials.

Our parents' trust is very important to us.

We like getting good grades.

We seek our parents' approval.

We believe most of our friends drink.

We like messages that show us respect.

www.toosmarttostart.samhsa.gov

For more information please call 1-800-729-6686



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Center for Substance Abuse Prevention
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